
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: MATZ, *et al.*

Group Art Unit: 3688

Application No. 10/017,111

Examiner: ALVAREZ, Raquel

Filed: December 14, 2001

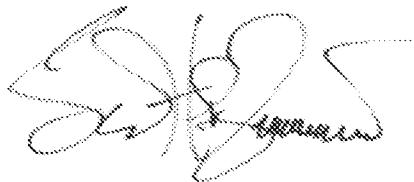
Attorney Docket: 01372

Title: "Method and System for Targeted Incentives"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman
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March 10, 2009
Date of Transmission

RESPONSE TO DECEMBER 16, 2008 OFFICE ACTION

Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed December 16, 2008. The Assignee respectfully submits that the pending claims distinguish over the cited documents.